

**IOWA  
FARMERS' MARKET  
MANAGERS  
AND ORGANIZERS  
CONFERENCE**

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CONFERENCE**

Des Moines Botanical Center  
909 E. River Drive  
Des Moines, Iowa

Saturday  
March 27, 2004

Sponsored by:

The Iowa Department of  
Agriculture and Land Stewardship  
Bureau of Horticulture and  
Farmers' Markets

And

The Iowa Farmers' Market  
Association, Inc.

LEARN • SHARE • NETWORK

*Featured Hotel for Conference*

**Quality Inn & Suites  
Event Center  
929 – 3<sup>rd</sup> St.  
Des Moines**

About a mile from the Botanical Center!  
(Formerly Best Western Starlight Village)

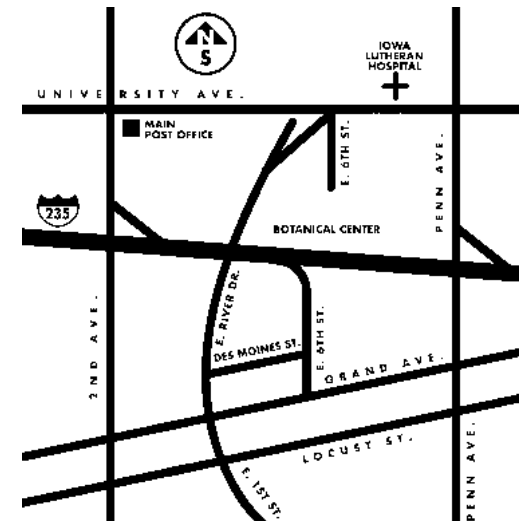
Located in downtown Des Moines, just off I-235

Call Hotel Directly for Reservations: (515) 282-5251

**1-4 person, 2 double beds \$69.95**

Be sure to mention  
the IA Farmers' Market Conference  
when making your reservation

**MAP TO BOTANICAL CENTER**



# IOWA FARMERS' MARKET MANAGERS AND ORGANIZERS CONFERENCE

8:00 a.m. to 4:00 p.m.

**Des Moines Botanical Center, Des Moines, Iowa Saturday, March 27, 2004**

The conference is designed for the benefit of those individuals who are involved in the management and/or organization of their local farmers' market. However, anyone involved in farmers' markets or considering establishing a farmers' market is welcome to attend. Call Barbara Lovitt, Bureau of Horticulture and Farmers' Markets at 515-281-8232 for more information.

## TOPICS

- ♦ **"Talking Shop"** Presentations, Question/Answer Time with State of Iowa Departments that affect Farmers' Markets
  - Bureau of Weights & Measures, Darryl Brown, (IA Dept. of Agriculture)
  - Food & Consumer Safety Bureau, Bob Haxton, (IA Dept. of Inspections & Appeals)
  - Bureau of Animal Industry, Dr. John Schiltz, (IA Dept. of Agriculture)
  - Sales Tax, Opal Current, (IA Dept. of Revenue)
  - Bureau of Meat & Poultry Inspection, Mike Mamminga, (IA Dept. of Agriculture)
- ♦ **"Rules & Regulations: Fair, Simple, Enforceable... & Legal";** Neil D. Hamilton, Agricultural Law Center, Drake University
- ♦ **"Playing by the Manager's Rules"** - Didi Zahariades, Owner, *Coach to Win*, Portland, Oregon  
The empowerment of the market manager • The secret of managing others • Innovative ways to manage diverse individuals • Being a solution provider • Training to deal with conflict and problem resolution • And more!
- ♦ **2003 Iowa Farmers' Market Improvement Competition Winners Announced !**
- ♦ **"Keeping You Informed on Market News"** – Bureau of Horticulture & Farmers' Markets Staff

Conference fee **\$25.00 per person**. Payment by Check must accompany Registration Form.

Lunch is included in fee. Please put a note on your registration if you require a vegetarian meal.

**Please Note: The above rate good only until March 15, 2004.**

**Registration after March 15, 2004 or at the door: \$40.00 per person** (Walk-in registration 7:20 a.m. – 7:45 a.m.)

Sponsored by: The Iowa Department of Agriculture and Land Stewardship: Bureau of Horticulture and Farmers' Markets; and  
The Iowa Farmers' Market Association, Inc.

## Registration Form

Market You are Representing

(Use blank paper for additional registrations)

Your Name:

1. \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Name:

2. \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Name:

3. \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

\*\*\*\*\*

Number of People Attending \_\_\_\_\_

@ \$25.00 ea. = \$ \_\_\_\_\_

**Any Registration after March 15, 2004**

**Add \$15.00 per registrant \$ \_\_\_\_\_**

(\$40.00 per registrant)

Total Amount Enclosed = \$ \_\_\_\_\_

**Make check payable to: IFMA**

**MAIL TO:** Barbara Lovitt,

Bureau of Horticulture and Farmers' Markets,  
IDALS, Wallace State Office Bldg., 502 E. 9<sup>th</sup>  
St., Des Moines, IA 50319

Office Use Only

Date Received: \_\_\_\_\_

Payment: \_\_\_\_\_